



# Climate Initiatives Parking Management and TDM Grant Program

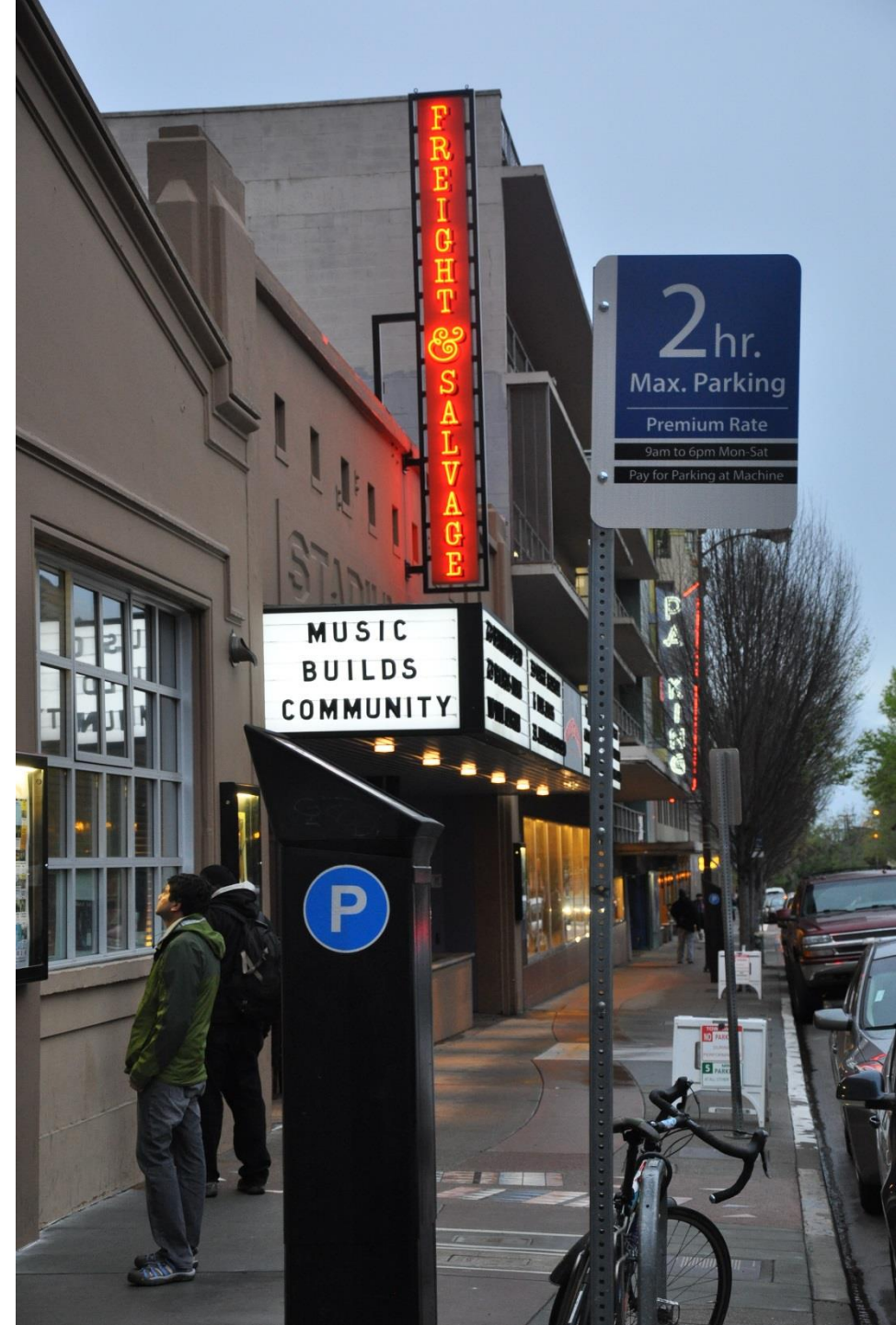
Informational Workshop

June 11, 2015 & June 12, 2015



# Meeting Agenda

1. Introductions
2. Program Guidelines
3. Example Parking Projects
4. CMAQ Requirements and Eligibility
5. Q & A





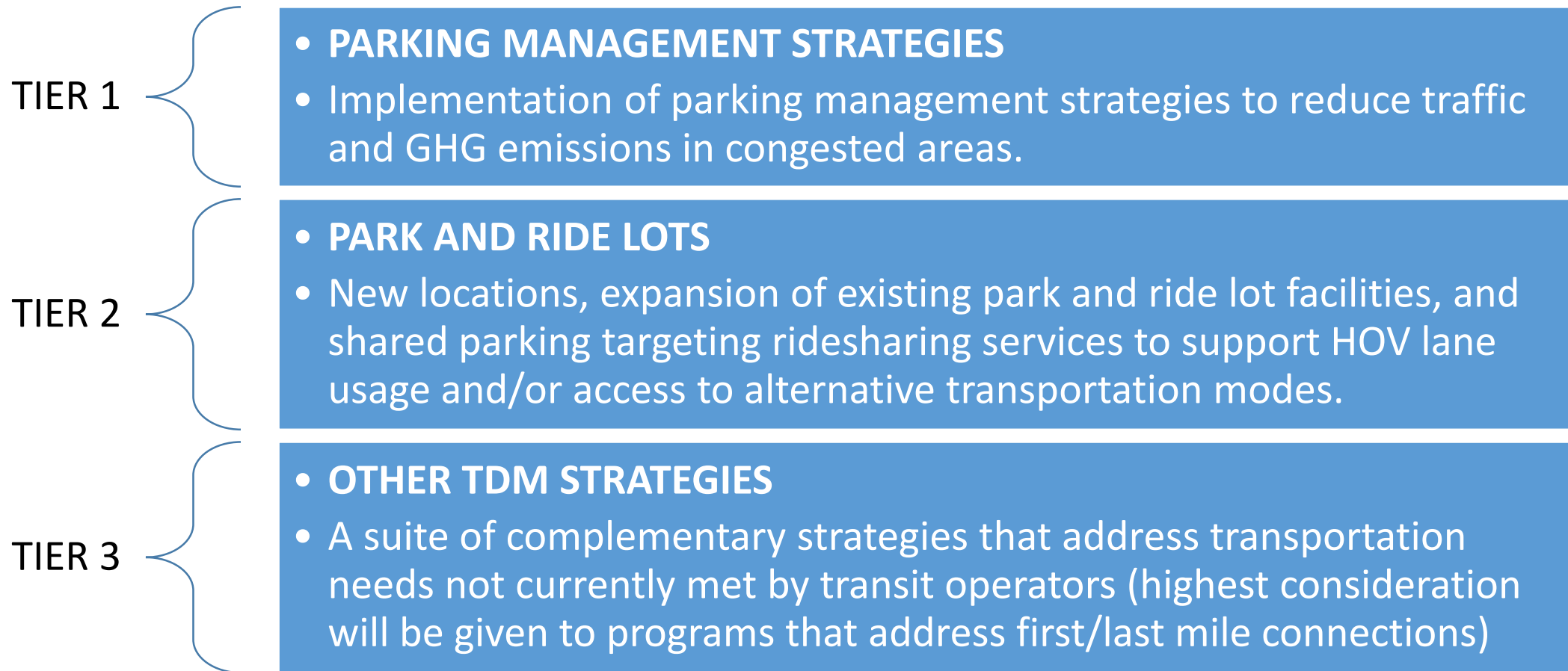
# Background

- \$6 million grant program
- Grant Program part of MTC's Climate Program, which invests a significant amount over the course of Plan Bay Area into innovative strategies that aim to reduce GHG emissions
- Cycle 1 of the Climate Program included a \$31 million Innovative Grant Program which funded and tested 17 innovative transportation projects with the greatest potential to reduce GHG emissions
- Of those projects, goBerkeley (City of Berkeley) included a parking management project which led to more efficient use of limited parking resources and the reduction of congestions and GHG emissions



# Eligible Projects

- A total of \$6 million will fund the following project categories, with priority generally being given to projects in the highest tiers



# Grant Funding / Match

- Total Grant Funding Available: **\$6 million**
- Grant Amount Limits: **\$500,000 to \$2,000,000\***
- Minimum Local Match Required: **15 percent**
- Obligation of funds by **January 31, 2017**

*\*Grant requests outside of the grant amount limits, but not less than \$250,000, may be considered for an extraordinary project that demonstrates innovation or high impacts.*

- Source of funding is Congestion Mitigation Air Quality Improvement (CMAQ) funds
- Following grant awards, project sponsors must apply to Caltrans Local Assistance and comply with federal-aid requirements before incurring any project costs

# Application and Evaluation Process

- **STEP ONE: Submit a Letter of Interest (3-page limit)**
  - Identify: Applicant Information, Project Description, Project Type, Project Impacts, Project Readiness, Local Support, Funding, Data Collection and Evaluation
- **STEP TWO: Evaluation Committee will identify promising projects and invite applicants to submit a more formal proposal**
  - Projects will be evaluated using a high, medium, low rating against the following **evaluation criteria**:
    - **Potential for GHG and Criteria Pollutant Reductions**
    - **Quality of Proposal**
    - **Readiness and Local Support**
    - **Local Match Percentage of Total Project Cost**
    - **Capability of the Project Partners to Implement the Project**
    - **Support of a Priority Development Area (PDA)**

# Schedule

Activity	Date
<b>Deadline for Letters of Interest to MTC</b>	July 17, 2015 at 4 pm
<b>Evaluation Committee completes review of Letters of Interest and invites select applicants to submit detailed proposals</b>	August 28, 2015
<b>Deadline for selected applicants to submit proposals to MTC for further evaluation</b>	October 2, 2015 at 4 pm
<b>Recommend Program of Projects to MTC's Programming and Allocations Committee (<i>applicants should have approved Resolution of Support by this time</i>)</b>	Early November 2015 ( <i>tentative</i> )
<b>Commission Approval</b>	December 9, 2015 ( <i>tentative</i> )
<b>TIP Revision Approval</b>	December 2015/January 2016 ( <i>tentative</i> )
<b>Obligation Deadline</b>	January 31, 2017 (Obligation in FY 2015-16 is possible depending on sponsor's project schedule and regional fund availability. After TIP inclusion, the sponsor should work with Caltrans to meet federal requirements (i.e. NEPA, DBE, procurement issues)



# Examples of Parking Management Strategies

- Activities that encourage more efficient use of parking facilities to accommodate parking demand
- Parking projects that support “smart” parking policies, including:
  - **Performance and demand based pricing**
  - **Support for travel alternatives**
  - **Encouraging parking turn-over through pricing**
  - **Reducing cruising**
  - **Double parking**
  - **VMT and GHG emissions**
  - **Employee programs**
  - **Reduced local parking requirements in downtowns/areas close to quality transit**

## › Smart Meters

Lease/purchase and install “smart” single or multi- space parking meters with capabilities to accept payment by multiple methods (cards/cash/phone), data collection and remote monitoring capabilities, to implement parking management principles (e.g., 85% occupancy by block). Supportive data collection equipment as appropriate.



## › Parking Policy Enforcement Technology

Acquire and operate equipment to enforce parking policies, such as pricing and time limits. May include License Plate recognition camera, sensors, directed enforcement, enforcement management systems, handheld/tablet hardware and software.



## › Parking Access and Revenue Control Systems (PARCS)

Install and operate PARCS — parking access gates, payment systems and supportive equipment at parking structures and lot entrances to implement “smart” performance based management, e.g., pricing policies to manage demand, allow for shared use of space.

## › Parking Occupancy/Availability display systems

Lease/purchase and install parking occupancy and/or usage monitoring equipment at parking structures, acquire and implement software management tools, equipment maintenance, with display information for the public locally and on-line. May consist of sensors, cameras, or other methods for data acquisition and transmittal.

## › Parking Policy and Wayfinding Information Systems

Acquire and install signage, to provide information to drivers on parking policies (pricing, time) and/or to direct drivers to less used parking locations. May include real time guidance systems and/or web information systems in addition to local signage. May include minor expenses for signage to support alternative modes, e.g., transit, bikeshare, carshare, pedestrian amenities.



# Local Example: goBerkeley

- Established time limits on parking and adjusted parking rates in three pilot areas to achieve occupancy rates of 65% to 80% per block (for street parking) and at City-controlled lots and garages.
- Reduced circling and cruising for parking
- Percentage of surveyed drivers who found it “very easy” to find a parking space increased from 2% to 38%; percentage who found it “very” or “somewhat difficult” fell from 63% to 22%
- Resulted in a reduction of 693,000 VMT and 317 tons/year of GHG



# Local Example: City of Union City

- Created a parking district for the larger area around the BART station
- Reduced parking requirements for residential units, one space per apartment; no parking requirement for retail
- Established higher parking fees for on-street parking to encourage turnover
- Lower fees for parking lots further from BART
- Eliminated all free parking during the day Monday through Friday
- Redirect parking meter revenues to enhanced maintenance of Station District



# Contact Information

## **General Questions about Program Requirements and Eligibility:**

Stefanie Hom, Planning | [shom@mtc.ca.gov](mailto:shom@mtc.ca.gov), 510.817.5756

## **Funding Questions:**

Adam Crenshaw, Programming & Allocations | [acrenshaw@mtc.ca.gov](mailto:acrenshaw@mtc.ca.gov),  
510.817.5794

## **Questions about Parking Policy:**

Valerie Knepper, Planning | [vknepper@mtc.ca.gov](mailto:vknepper@mtc.ca.gov), 510.817.5824